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Vision 2020

Furman University

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Home Stretch

Vision 2020

In 2010, a newly inaugurated President Rod Smolla settled into office with a \$100 million goal to successfully complete *Because Furman Matters*. Bouyed in the first few years by faithful donors and leaders who had committed \$300 million to develop and sustain campaign linchpins like the Townes Center for Science and the Shi Center for Sustainability, the deep national economic decline of 2008 had left the campaign in need of new energy.

Smolla had established a strategic plan steering committee to chart some new directions, and the faculty, staff, and students who sat on the committee conducted forums with more than 80 groups representing a broad range of university—students, faculty, staff, parents, alumni, community members, and prospective students. The resulting consensus defined some of the key elements of Furman's identity and future aspirations in a document titled *Vision 2020: A Strategic Plan for Furman University*.

The plan outlined character and value statements, established culture and identity goals, and created operational strategies for the University's finances, facilities, and administration. Within these goals, Smolla and administration leaders identified four crucial areas of aspirational growth that aligned with the transformative nature of *Because Furman Matters*.

Strengthen academic support and increase access to the Furman experience

\$45 million

Transform the student experience and educate for character

\$20 million

Renew excellence in intercollegiate athletics

\$20 million

Unite with the community

\$15 million

Development leadership aligned specific needs within these four pillars of focus, ranging from support for faculty enrichment and scholarships to special academic programs and upgrades in athletic facilities.

Coupled with the ongoing emphasis on strengthening the endowment, the four objectives ultimately carried the campaign beyond its \$400 million goal.



10,697

number of donors who
gave \$100 or less
during the campaign

7,087

number of gifts
of \$50 or less made
during the campaign

\$529,825

campaign revenues
from gifts of
\$100 or less